

Message Text

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SUBJECT: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAMS (CCP)

REF: STATE 006882

1. GENERAL OBJECTIVES FOR OUR FY 75 CCP, BASED IN PART ON
NETHERLANDS PARA, MIGHT BE STATED AS FOLLOWS:

A. INCREASE EXPORTS OF US GOODS AND SERVICES TO THE
DUTCH MARKET

B. INCREASE DUTCH CAPITAL INVESTMENT OF ALL KINDS IN US

C. INCREASE DUTCH TRAVEL TO THE US

D. SUPPORT AND PROTECT AMERICAN DIRECT INVESTMENT IN
THE NETHERLANDS

E. CONDUCT DIPLOMATIC RELATIONS IN THE NETHERLANDS IN A
MANNER CONDUCTIVE TO THE ACHIEVEMENT OF OTHER US
ECONOMIC POLICY OBJECTIVES.

2. FOREGOING OBJECTIVES ARE PREDICATED ON ASSUMPTION THAT
CCP WILL ADDRESS FULL SCOPE OF ACTIVITY OF OUR ECONOMIC AND
COMMERCIAL PERSONNEL SUPPORTED AS APPROPRIATE BY OTHER USG
PERSONNEL HERE. IF SCOPE IS TO BE LIMITED TO DIRECT BALANCE
OF PAYMENTS ACTION PROGRAMS FOR WHICH DEPARTMENT OF COM-
MERCE HAS PRIMARY SUPPORTING AND OPERATIONAL RESPONSIBILITY,
OBJECTIVE (E) MIGHT APPROPRIATELY BE DROPPED AND OBJECTIVE
(A) SHOULD READ "INCREASE EXPORTS OF US NON-FARM GOODS AND
US SERVICES TO THE NETHERLANDS".

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3. QUANTIFIED TARGETS FOR FY 75 UNDER THESE GENERAL OBJECTIVES ARE DIFFICULT TO FIX AT THIS TIME IN VIEW OF UNCERTAIN WORLD TRADING ATMOSPHERE ARISING FROM OIL PRICE AND SUPPLY DEVELOPMENTS. ON BASIS LIMITED AND SOMEWHAT CONFUSED DATA NOW IN HAND WE SUSPECT WE WILL BE LUCKY TO MATCH IN FY 75 OUR REMARKABLE (TO DATE) EXPORT PERFORMANCE THIS YEAR. INVESTMENTS, BOTH DIRECT AND PORTFOLIO, SHOULD RISE STRONGLY. TOURISM SHOULD ALSO RISE BUT BY SMALLER MARGIN THAN THIS YEAR. WE SUGGEST COMMERCE MAKE ITS OWN GUESSES FOR INITIAL DRAFT TO BE REFINED LATER AS PICTURE CLARIFIES. WE HOPE NO ATTEMPT WILL BE MADE TO SET TARGETS FOR GAINS ATTRIBUTABLE TO CCP ITSELF. WE CONTINUE TO BELIEVE THAT STATISTICAL RESULTS OF GOVERNMENT PROMOTIONAL PROGRAMS ARE NOT QUANTIFIABLE AND THAT ANY EFFORT TO "KEEP SCORE" BY POST-FACTO CHECKS WOULD BE A WASTE OF RESOURCES. GOVERNMENT EFFORT CAN BEST BE TARGETED (AND MEASURED) BY ACTIVITY GOALS OF THE TYPE SET FOR OUR PILOT CCP THIS YEAR.

4. WE ASSUME THAT OPERATIONAL HEART OF NEXT CCP WILL CONTINUE TO BE A SET OF CAMPAIGNS AS IN FY 74. WE ARE CURRENTLY IN PROCESS OF ASSESSING PROGRESS UNDER OUR FY 74 CAMPAIGNS. THIS WILL CULMINATE IN SECOND QUARTERLY REVIEW OF FY 74 CCP SCHEDULED FOR JAN 30. AFTER THAT REVIEW WE WILL BE IN POSITION TO DECIDE, AT LEAST TENTATIVELY, WHICH CAMPAIGNS WE WOULD PROPOSE TO DROP, ADD OR REDEFINE FOR FY 75 CCP. CAMPAIGNS WE WILL RECOMMEND FOR FY 75 WILL PROBABLY, BUT NOT NECESSARILY, BE DRAWN FROM LIST CONTAINED IN ENCLOSURE 2 OF COMAT NO. 23, COPIES OF WHICH WERE SENT IN NOVEMBER TO COMMERCE (HUMBERT AND BATALLER) AND STATE (SEARBY AND SHEINBAUM). WE BELIEVE COMMERCE IS IN BETTER POSITION THAN WE TO ASSESS US SUPPLIER INTEREST BUT ANY INFORMATION AVAILABLE HERE WILL BE FACTORED INTO OUR CAMPAIGN SELECTIONS. WE HOPE WASHINGTON DRAFTERS CAN WAIT UNTIL FEB 4 FOR LIST OF RECOMMENDED CAMPAIGNS AND TENTATIVE TARGETS AND ACTIVITIES UNDER EACH.

5. WE WILL BE IN A POSITION, ONCE CAMPAIGNS HAVE BEEN SELECTED BY POST AND REVIEWED BY STATE AND COMMERCE, TO PREPARE MANPOWER RESOURCE ALLOCATION SHEET AS IN APPENDIX II TO FY 74 CCP. WE ARE ALSO BREAKING OUT NETHERLANDS COMMERCIAL UNCLASSIFIED

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BUDGET, INCLUDING PRORATED ADMINISTRATIVE OVERHEAD, FROM FY 74 BUDGET JUST RECEIVED AND WILL PREPARE SIMILAR FISCAL RESOURCE ALLOCATION SHEET FOR FY 74 AS REQUESTED LAST OCT BY DEPARTMENT (MEIMA - RPE). IF WASHINGTON AGENCIES SO REQUEST WE CAN DO SAME FOR FY 175 ON BASIS OF POST BUDGET SUBMISSION.

6. REGRET THAT PRESS OF OTHER BUSINESS HAS PREVENTED SUB-

MISSION OF RESULTS OF FIRST QUARTER PROGRAM REVIEW. IF
DEPT AGREES WE WILL SUBMIT SINGLE MID-YEAR REVIEW AFTER JAN
30 MEETING.
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